French cabs for New York

Kartee, Inc., a large suburban New York taxi company, has purchased 70 Peugeot 504 diesels to replace his entire fleet. Ed DiBenedetto Imports, Great Neck, N. Y., made the sale.

Mid-month new-car sales fall to lowest level since '67

The '81 models can't arrive in the showrooms a moment too soon.

New-car retail sales in the middle 10 days of September totaled an anemic 138,448—down a whopping 39.30 percent from the 228,100 sales recorded in the year-earlier period.

It was the smallest Sept. 11-20 total recorded since 1967, when the count was 131,300. Record for the period is 244,483, established in 1969.

The mid-month tally fell below September's opening showing of 139,703.

As compared with the year-earlier period, only Volkswagen of America posted an increase, rising 47.11 percent from 3,352 to 4,931.

All the other makers absorbed serious declines. American Motors fell 21.05 percent to an estimated 3,000 from an estimated 3,800.

General Motors was off 36.73 percent, from 131,221 to 83,017; Ford Motor Co. declined 40.08 percent, from 59,173 to 35,456, and Chrysler Corp. was down 60.58 percent, from 30,554 to 12,044.

In market share, AMC, GM and VWoA notched year-to-year gains, while Chrysler and Ford fell. GM was up 2.43 percentage points to 59.96 percent; VWoA, 2.09, to 3.56 percent and AMC, 0.50 to 2.17 percent. Ford fell 0.33 percentage points, to 25.61 percent, and Chrysler skidded 4.65, to 8.70 percent.

On a make-by-make basis, nobody except Volkswagen topped year-earlier totals. As noted above, VW volume increased 47.11 percent.

Losses in descending order were: Oldsmobile, 29.62 percent; Buick 32.69 percent; Pontiac, 35.93 percent; Ford, 38.35 percent; Chevrolet, 38.61 percent; Plymouth, 41.00 percent; Mercury, 42.89 percent; Lincoln, 49.06 percent; Cadillac, 56.84 percent; Dodge, 57.81 percent, and Chrysler, 76.91 percent.

The Sept. 11-20 daily selling rate, based on nine selling days, was 15,383, down 39.30 percent from 25,344 a year earlier, when the period also had nine selling days.

Year-to-date sales totaled 4,706,145, compared with 6,222,898 a year earlier, a setback of 24.37 percent.

Top-selling nameplates for the period were: Chevrolet Chevette, 8,832; Chevrolet Citation, 6,091; Ford Fairmont, 6,089; Ford Mustang, 5,820, and Oldsmobile Cutlass Supreme, 5,629.

Neither of the Ford makes—Fairmont or Mustang — was in the Top Five in the first 10 days of September. In the most recent period, Fairmont came within two units of matching Citation's second-place total.

DOMESTIC SALES

	Sept. 11-20, 1980	Sept. 11-20, 1979
AMERICAN MOTORS	3,000†	3,800†
Chrysler	2,632	11,401
Plymouth	4,675	7,924
Dodge	4,737	11,229
CHRYSLER CORP.	12,044	30,554
Ford	25,051	40,635
Mercury	8,909	15,601
Lincoln	1,496	2,937
FORD MOTOR	35,456	59,173
Buick	14,560	21,630
Cadillac	3,378	7,827
Chevrolet	35,662	58,089
Oldsmobile	15,995	22,726
Pontiac	13,422	20,949
GENERAL MOTORS	83,017	131,221
VOLKSWAGEN	4,931	3,352
INDUSTRY TOTAL	138,448	228,100

†—Estimate.

Auto and truck production overseas

FRANCE

Cars

	6 mos., 1980	6 mos., 1979
Alpine	644	670
Renault	822,784	719,709
Renault group	823,428	720,379
Citroen	313,577	382,155
Peugeot	347,785	404,970
Talbot	170,106	199,335
Talbot Matra	4,676	9,878
Peugeot group	836,144	996,338
Total	1,659,572	1,716,717

Trucks and buses

CBM	55	62
Citroen	25,624	25,296
Peugeot	73,561	60,676
Talbot	14,146	16,349
Talbot Matra	1,357	0
Peugeot group	114,688	102,321
Renault	83,187	77,068
RVI	29,936	20,908
Renault group	113,123	97,976
Sovam	69	69
Unic (IVECO)	10,331	9,438
Total	238,266	209,866
Total vehicles	1,897,838	1,926,583

PORTUGAL

Cars

	6 mos., 1980	6 mos., 1979
BL	1,516	921
Citroen	3,259	1,770
Fiat	4,849	4,338
Ford	2,338	2,082
Opel	1,184	891
Peugeot	611	1,159
Renault	5,286	3,139
Toyota	496	1,063
Others	2,037	1,143
Total	21,576	16,506

Trucks and buses

Bedford	535	748
Fiat	176	115
Ford	877	510
Mitsubishi	471	337
Toyota	0	329
Volvo	513	495
Others	760	779
Total	3,332	3,313
Total vehicles	24,908	19,819

ARGENTINA

Cars

	4 mos., 1980	4 mos., 1979
Citroen	—	2,414
Chrysler Fevre	7,371	7,287
Fiat Concord	10,366	9,500
Ford	18,952	14,465
Renault	17,258	9,794
Safrar Peugeot	6,583	7,130
Total	60,530	50,590

Trucks and buses

Citroen	—	311
Chrysler Fevre	1,534	1,155
Deutz	35	35
Fiat Concord	1,275	632
Ford	11,029	7,323
IME	1,592	2,453
Mercedes-Benz	2,692	2,303
Renault	53	70
Scania	308	138
Safrar Peugeot	449	260
Total	18,967	14,680
Total vehicles	79,497	65,270

UNITED KINGDOM

Cars

	6 mos., 1980	6 mos., 1979
Austin-Morris	169,234	233,298
Jaguar-Rover-Triumph	45,110	61,880
Land Rover	5,616	6,474
Total BL	219,960	301,652
Ford	200,746	233,870
Talbot	91,676	61,672
Vauxhall	34,710	41,522
Rolls-Royce	1,742	1,768
Reliant	442	442
Lotus	234	598
TVR	78	182
Others	340	376
Total	549,928	642,082

Trucks and buses

Austin-Morris	32,968	30,264
Land Rover	24,466	24,102
Leyland	15,288	17,108
Total BL	72,722	71,474
Ford	88,296	94,562
Bedford	57,356	59,358
Dodge	10,270	10,322
Seddon Atkinson	2,366	2,496
ERF	1,430	1,612
Foden	910	832
Hestair-Dennis	338	286
Metro-Cammell-Weymann	286	182
Others	494	364
Total	234,478	241,495
Total vehicles	784,406	883,577

SPAIN

Cars

	5 mos., 1980	5 mos., 1979
Citroen	59,338	70,294
FASA-Renault	155,864	108,534
Ford	120,116	99,460
SEAT	130,893	125,450
Talbot	32,390	35,868
Total	498,601	439,606

Trucks and buses

CAF	1,503	2,242
Dodge	1,648	2,472
Ebro	12,797	13,484
Mevosa	5,779	6,709
Pegaso	2,798	2,873
Santana	8,536	7,724
Sava	3,501	3,050
Total	36,562	38,554
Total vehicles	535,163	478,160

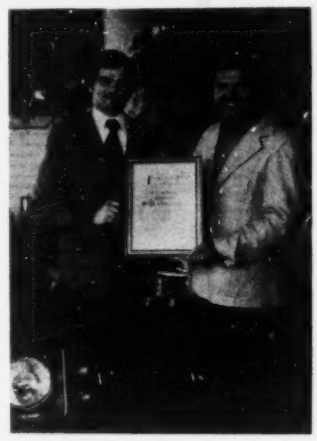
BRAZIL

Cars

	4 mos., 1980	4 mos., 1979
Chrysler	2,649	4,419
Fiat Auto	36,819	36,242
Ford	33,481	42,190
General Motors	64,742	53,536
Puma	1,202	1,089
Sta. Matilde	28	0
Volkswagen	134,499	158,742
Total	273,334	296,860

Trucks and buses

Dodge	1,469	1,156
Fiat Auto	2,682	0
Fiat Diesel	1,225	2,487
Ford	13,293	9,142
General Motors	12,327	10,620
Gurgel	708	642
Mercedes-Benz	15,324	17,272
Scania	967	854
Toyota	1,116	1,208
Volkswagen	1,376	1,966
Volvo	106	0
Total	50,679	44,179
Total vehicles	324,013	341,565



Volvo veteran

Robert Torvick, right, Torvick Sales Co., Inc., Santa Rosa, Calif., receives Volvo's 20-year award from San Francisco district manager John English.

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Model breakdown

Auction averages

	SEPTEMBER	AUGUST	JULY
1980	$6,350	$6,516	$5,662
1979	4,787	5,022	4,900
1978	3,841	3,806	3,631
1977	3,240	3,258	3,046
1976	2,362	2,445	2,214
1975	1,741	1,808	1,711
1974	1,350	1,310	1,240
1973	1,167	963	968
Overall Average	$3,545	$3,649	$3,289

Used car sales

Auction averages

September	$3,545
Month ago	$3,653
Year ago	$3,133

used-car auction directory

Display Rates: $48.00 per column inch (minimum space, 1 inch on 1 column.) Listing Rates: (maximum: Four lines of type - 1 time, $12; 13-times, $10.50; 26-times, $9.00; 52-times, $8.00. For Frequency Display Rates Contact Want Ad Dept., Automotive News, 965 E. Jefferson, Detroit 48207. Phone (313) 567-9520. Closing: 10 days in advance.

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Use Automotive News Classified Section

June's 199,413 down 5.95 pct. from '79 record

Import registrations drop slightly

By Richard A. Wright
Assistant Managing Editor

Registrations of new imported cars were down in June from the preceding year, but were second best in history for the month, according to figures compiled by R. L. Polk & Co.

New import registrations in June totaled 199,413, down 5.95 percent from 212,026 last year, the record total for the month.

Import penetration of the total U. S. market was 29.50 percent, up 5.35 percentage points from 24.15 percent in June last year.

For the first half of 1980, import registrations continued to run ahead of last year's record pace, totaling 1,255,611, up 7.96 from 1,163,081. Imports accounted for 28.21 percent of U. S. new-car registrations in the first six months of 1980, compared with 22.16 percent last year.

• The three leaders and Subaru improved their market shares in June compared with a year ago. Toyota took 22.97 percent of June import registrations, up 2.43 percentage points from a year earlier. Biggest gain was logged by second-place Datsun, which boosted its share 3.17 points to 21.26 percent.

Honda took 14.84 percent of import registrations, up 2.07 points, while Subaru gained 1.11 points to 5.46 percent.

Volkswagen slipped 1.50 points to take 10.79 percent of import registrations, while Mazda was off 0.15 of a point to 6.34 percent, Fiesta was down 1.13 points to 2.50 percent and Arrow was off 0.37 of a point to 2.15 percent.

Rounding out the top 10, Mercedes-Benz and Volvo each accounted for 1.90 percent of import registrations. Neither was in the top 10 last year.

The top 10 imports accounted for 90.11 percent of the total in June, compared with 87.15 percent a year earlier. In the first six months, the top 10 took 89.03 percent of import registrations, up from 86.12 percent last year.

• Japanese nameplates accounted for 75.65 percent of the June import market, up from 70.27 percent a year earlier.

Registrations of imported cars in June by country of origin, with year-earlier figures in parentheses, were: Japan, 150,852 (148,895); West Germany, 36,442 (44,130); Sweden, 4,544 (5,558); France, 2,800 (2,283); Italy, 2,734 (6,775), and United Kingdom, 2,041 (4,295).

Registrations by country of origin for the first half, with year-earlier figures in parentheses, were: Japan, 944,431 (801,529); West Germany, 227,307 (261,286); Sweden, 30,435 (33,299); Italy, 24,048 (33,142); France, 17,733 (13,618), and UK, 11,657 (20,206).

• Registrations of imported trucks in June totaled 39,559, down 10.22 percent from 44,064 a year earlier.

Registrations of imported trucks in June, with year-earlier figures in parentheses, were: Toyota, 10,290 (13,159); Datsun, 8,641 (11,310); LUV, 5,551 (6,812); Courier, 5,409 (5,437), and others, 9,668 (7,347).

The truck import total for the first half of 1980 was 267,717, up 9.54 percent from 244,406 last year.

Registrations of imported trucks in the first six months, with year-earlier figures in parentheses, were: Toyota, 69,125 (58,535); Datsun, 54,892 (54,477); LUV, 44,408 (51,351); Courier, 38,880 (40,296), and others, 60,412 (39,547).

Big Three August, year-to-date truck sales

	August 1980	August 1979	Year to date 1980	Year to date 1979
Ford				
Vans	8,698	10,899	72,650	123,469
Club Wagon	2,162	2,208	17,731	28,355
Courier	7,817	5,592	54,610	54,849
Bronco	2,273	5,187	28,612	45,495
Conventional pickups	34,606	61,845	333,810	503,540
Mediums	5,953	5,387	39,901	51,319
Heavies	1,524	1,990	10,781	16,516
Chevrolet				
Vans	6,556	15,832	64,349	125,857
Sportvan	1,144	2,563	12,630	22,756
LUV	8,052	7,183	62,354	71,116
El Camino	3,377	5,777	28,428	36,171
Blazer	1,358	4,719	20,340	40,864
Suburban	1,330	2,456	16,240	29,210
Conventional pickups	29,342	53,924	312,208	467,179
Mediums	3,039	3,749	21,722	28,956
Heavies	227	397	1,704	2,636
Chrysler				
Vans	6,041	10,462	50,533	85,880
Voyager	1,466	2,335	15,975	22,512
Sportsmen	545	916	5,021	7,097
Arrow	1,672	1,228	13,747	10,679
D-50	4,789	2,785	31,423	23,400
Trail Duster	286	405	2,578	3,680
Ramcharger	612	932	5,664	9,961
Conventional pickups	7,430	13,667	59,313	106,451
GMC				
Vans	1,439	4,386	16,043	30,661
Caballero	325	679	3,074	4,641
Jimmy	253	1,035	4,196	8,504
Suburban	259	520	3,332	5,475
Conventional pickups	6,972	18,225	73,217	117,712
P models	306	564	2,832	3,917
Mediums	1,735	3,547	17,899	21,839
Heavies	1,274	3,349	14,213	16,701
Motor homes	.....	12	.....	358

IMPORT REGISTRATION SHARES IN U. S.

	JUNE Regis., June, 1980	JUNE Percent Share of Market	JUNE Regis., June, 1979	JUNE Percent Share of Market	JUNE Pct. Pt. Change '80 vs. '79	SIX MONTHS Regis., 6 mos., 1980	SIX MONTHS Percent Share of Market	SIX MONTHS Regis., 6 mos., 1979	SIX MONTHS Percent Share of Market	SIX MONTHS Pct. Pt. Change '80 vs. '79
Toyota	45,810	22.97	43,562	20.54	+ 2.43	293,524	23.38	221,989	19.09	+ 4.29
Datsun	42,400	21.26	38,358	18.09	+ 3.17	266,349	21.21	206,777	17.78	+ 3.43
Honda	29,598	14.84	27,070	12.77	+ 2.07	173,680	13.83	173,021	14.87	− 1.04
Volkswagen	21,519	10.79	26,058	12.29	− 1.50	124,610	9.93	156,397	13.44	− 3.51
Mazda	12,646	6.34	13,765	6.49	− 0.15	75,388	6.01	67,761	5.83	+ 0.18
Subaru	10,880	5.46	9,223	4.35	+ 1.11	59,507	4.74	49,310	4.24	+ 0.50
Fiesta	4,990	2.50	7,704	3.63	− 1.13	35,970	2.86	37,949	3.26	− 0.40
Arrow	4,273	2.15	5,333	2.52	− 0.37	33,269	2.65	.....	.....	.....
Mercedes	3,794	1.90	.....	.....	.....	30,792	2.45	32,793	2.82	− 0.37
Volvo	3,790	1.90	.....	.....	.....	24,766	1.97	.....	.....	.....
Colt	.....	.....	7,439	3.51	.....	.....	.....	30,024	2.58	.....
Fiat	.....	.....	6,274	2.96	.....	.....	.....	25,653	2.21	.....
All Others	19,713	9.89	27,240	12.85	− 2.96	137,756	10.97	161,407	13.88	− 2.91
TOTAL	199,413		212,026			1,255,611		1,163,081		
Share of U.S. Total		29.50		24.15	+ 5.35		28.21		22.16	+ 6.05

Registrations not available for Oklahoma.

Slimmest schedule since GM strike of 1970

October car target is a 10-year low

By Michele Raquepau
Staff Writer

Forecasted auto production by U. S. makers in October of 666,966 is the lowest figure for the month since the 390,016 cars built in October of 1970 during a UAW strike against General Motors.

Planned October production is a 15.76 percent drop from the 791,712 autos assembled in October, 1979.

Chrysler Corp.'s estimated 90,000 units is a 1.42 percent increase from the 88,737 it built in the month last year.

The remaining U. S. auto makers have slated production declines this October compared with last.

Ford Motor Co. has scheduled 149,000 cars in October, an 11.69 percent drop from the 168,722 it built last October.

The 16,000 units American Motors plans to build in October is a 33.87 percent decline from the 24,194 it produced in the month last year.

General Motors' scheduled 391,000 autos is a 19.70 percent slide from the 486,946 of October, 1979.

Volkswagen of America has scheduled 20,552 cars in October, an 8.87 percent drop from the 22,552 it assembled last October.

Checker Motors plans to build 414 units, a 26.20 percent decline from the 561 it produced in October, 1979.

Last week's auto output of 136,099 rose 4.12 percent over the 130,716 cars built in the previous week, but declined 19.80 percent from the 169,694 of the comparable 1979 week.

The year's cumulative output of 4,651,925 is a 28.80 percent drop from the 6,533,488 cars assembled by this date in 1979.

AMC's Kenosha plant is working regular hours this week.

Chrysler's Lynch Rd. point resumes production today (Sept. 29) after being closed for changeover to 1981-model output. All other Chrysler assembly plants are working regular hours this week, and Jefferson (Aries, Reliant) will work eight hours of overtime on both shifts next Saturday (Oct. 4).

October truck output to fall

U. S. truck makers have planned 191,962 units in October, a drop of 18.33 percent from the 235,042 built in October of 1979.

Only Ford Motor Co., with 77,000 units, has scheduled a production increase this October over last. Ford's projected output is a 1.97 percent rise over the 75,509 it built in October, 1979.

Chrysler Corp. has scheduled 12,000 units for the month, a 43.05 percent slide from the 21,072 it built last October.

The 80,000 trucks General Motors is due to build this October is a 22.62 percent decline from the 103,384 it produced in the month last year.

International has scheduled 7,041 trucks, a 46.95 percent slide from the 13,272 it built in October of 1979.

Mack plans to build 1,825 units in October, a 48.46 percent drop from the 3,541 of the month last year.

The 8,000 Jeep units scheduled in October is a 38.11 percent decline from the 12,926 of October, 1979.

AM General Corp. plans 400 units, a 75.87 percent slide from the 1,658 of last October.

Miscellaneous truck makers will build an estimated 2,760, a 25.00 percent drop from the 3,680 produced in October of 1979.

Volkswagen of America, which did not build trucks until the last quarter of 1979, will assemble 2,936 units this October.

Last week's truck output of 31,941 rose 8.03 percent over the 29,568 of the previous week, but declined 41.45 percent from the 54,557 of the comparable 1979 week.

Year-to-date truck production of 1,115,174 is a 55.38 percent drop from the 2,499,379 units built by this date in 1979.

TRUCK PRODUCTION IN U. S.†

	Week Ended Sept. 27, 1980	Same Week 1979	Week Ended Sept. 20, 1980	Sept. Estimate	Jan. 1, to Sept. 29, 1979	Jan. 1, to Sept. 27, 1980
CHEVROLET	9,253	16,140	8,072	27,101	792,272	322,770
DODGE/PLYMOUTH	3,100	5,389	3,033	11,043	271,589	99,618
FORD	11,228	19,888	9,782	44,579	870,212	399,587
GMC	3,783	5,891	3,529	10,982	270,399	116,183
INTERNATIONAL	1,385	2,725	2,004	7,018	102,353	47,297
MACK	255	824	405	1,367	28,053	17,468
JEEP	1,905*	2,500	1,905*	7,620*	114,550	57,075*
AMC CORP.	238*	450	238*	952*	18,701	5,674*
VOLKSWAGEN	166	.....	.....	166	.....	20,349
MISCELLANEOUS	628*	750	600	2,328	31,250	29,153
Total Trucks, U. S.	31,941	54,557	29,568	113,156	2,499,379	1,115,174

CANADIAN TRUCK PRODUCTION

	Week Ended Sept. 27, 1980	Same Week 1979	Week Ended Sept. 20, 1980	Sept Estimate	Jan. 1, to Sept. 29, 1979	Jan. 1, to Sept. 27, 1980
CHRYSLER CORP.	1,600	1,528	1,732	6,239	43,859	35,844
FORD MOTOR	4,056	4,164	4,567	17,920	177,973	135,024
GENERAL MOTORS	6,020	6,513	5,791	18,630	219,240	177,565
AMERICAN MOTORS	.....	1,046	.....	.....	42,824	11,644
INTERNATIONAL	295	53	447	1,602	15,419	12,812
MACK	24	93	30	128	2,843	1,639
Total Trucks, Canada	11,995	13,397	12,567	44,519	502,158	374,528
N. American Trucks	43,936	67,954	42,135	157,675	3,001,537	1,489,702

†—Now includes van production. *—Estimated.
Jeep includes commercial vehicles only. AM General includes government-destined vehicles.

Canada's makers plan decreased October output

Planned auto production by Canadian makers in October of 93,267 is a 32.14-percent decline from the 137,435 units assembled in October of 1979.

Ford Motor Co.'s estimated output of 27,000 for the month is an 85.53-percent jump from the 14,553 it built in October, 1979.

Volvo has scheduled 990 cars in October, a 0.71-percent rise from the 983 of the month last year.

General Motors' scheduled 55,277 autos is a 49.56-percent drop from the 109,593 it produced in October of 1979.

Chrysler Corp. will build an estimated 10,000 units in October, an 18.74-percent slide from the 12,306 it produced in the month last year.

Last week's auto output of 21,204 was a 5.35-percent increase from the 20,128 of the previous week, but a 16.64-percent decline from the 25,438 of the comparable 1979 week.

Year-to-date car production of 611,559 is an 18.22-percent drop from the 747,790 units assembled by this date in 1979.

Forecasted truck production in October of 58,188 is a 33.64-percent slide from the 87,683 trucks built in October, 1979.

The estimated 21,000 units Ford will build in October is a 57.55-percent increase from the 13,329 it produced in the month last year.

Chrysler's estimated October truck output of 7,000 is an 86.62-percent jump from the 3,751 of October, 1979.

GM plans to build 28,681 trucks this October, a 55.73-percent decline from the 64,781 it produced last October.

International has scheduled 1,357 units, a drop of 33.28-percent from the 2,034 assembled in October of 1979.

Mack has planned 150 trucks, a 62.12-percent slide from the 396 it produced in the month last year.

American Motors' Brampton plant, which is closed for conversion to auto production, produced 3,392 trucks in October, 1979.

Last week's truck output of 11,995 was a 4.55-percent drop from the 12,567 of the previous week, and a 10.47-percent decline from the 13,397 trucks built in the comparable 1979 week.

The year's cumulative truck production of 374,528 is a 25.42-percent drop from the 502,158 assembled by this time in 1979.

U. S. CAR PRODUCTION

	Week Ended Sept. 27, 1980	Same Week 1979	Week Ended Sept. 20, 1980	Sept. Estimate	Jan. 1, to Sept. 29, 1979	Jan. 1, to Sept. 27, 1980
AMERICAN MOTORS	3,571*	4,750	3,571*	14,284*	127,095	128,368*
Eagle	.....	.....	.....	.....	.....	.....
Concord	.....	.....	.....	.....	.....	.....
'78 AMX	.....	.....	.....	.....	.....	.....
Pacer	.....	.....	.....	.....	.....	.....
Spirit	.....	.....	.....	.....	.....	.....
CHRYSLER CORP.	14,650	16,932	12,644	46,952	699,553	435,674
Plymouth Total	7,250	7,578	5,931	22,086	281,724	199,036
Horizon	3,350	3,429	3,397	12,881	127,697	118,730
Volare	.....	3,912	.....	.....	144,966	51,740
'80 Gran Fury	.....	.....	.....	.....	2,196	13,311
Caravelle	100	237	137	400	6,865	4,821
Reliant	3,800	.....	2,397	8,805	.....	10,434
Chrysler Total	1,350	2,722	1,447	5,321	147,755	57,264
Chrysler	.....	.....	.....	.....	69,297	11,516
LeBaron	1,350	2,722	1,447	5,321	78,458	45,748
Dodge Total	6,050	6,632	5,266	19,545	270,074	179,374
Omni	2,750	2,691	2,763	10,359	111,758	101,348
St. Regis	.....	.....	.....	.....	22,654	10,724
Diplomat	700	1,363	676	2,581	37,192	22,305
Aspen	.....	2,578	.....	.....	98,470	36,899
Aries	2,600	.....	1,827	6,605	.....	8,098
FORD MOTOR	32,404	41,563	29,176	112,466	1,643,744	916,707
Ford Division	21,997	27,275	19,324	75,346	1,096,585	660,607
Pinto	.....	3,127	.....	.....	143,775	68,179
Mustang II/Mustang	5,405	8,350	4,118	19,195	295,407	181,663
Fairmont	2,798	2,920	2,814	10,720	160,064	167,995
Granada	3,658	3,186	3,388	11,972	119,147	66,437
LTD II	.....	.....	.....	.....	22,746	.....
Thunderbird	3,062	5,123	2,707	10,814	214,197	90,446
Ford	2,103	4,569	1,786	6,929	141,249	66,618
Escort	4,971	.....	4,511	15,716	.....	19,269
L-M Division	10,407	14,288	9,852	37,120	547,159	256,100
Mercury Total	8,763	10,621	8,198	30,828	429,476	223,894
Bobcat	.....	911	.....	.....	38,072	12,445
Capri	1,651	2,400	1,370	6,040	85,764	54,154
Zephyr	1,058	898	1,042	3,891	48,676	54,880
Monarch	.....	1,249	.....	.....	51,797	16,409
Cougar/XR7	3,067	2,602	3,154	10,828	117,125	41,369
Mercury	1,289	2,561	1,312	4,957	88,042	38,455
Lynx	1,698	.....	1,320	5,112	.....	6,182
Lincoln Total	1,644	3,667	1,654	6,292	117,683	32,206
Lincoln	690	1,677	752	2,802	58,246	13,353
Versailles	.....	365	.....	.....	10,206	1,861
Mark VI	954	1,625	902	3,490	49,231	16,992
GENERAL MOTORS	84,213	101,980	85,239	302,505	3,937,339	3,025,582
Buick Division	15,816	16,314	16,040	55,205	578,239	579,342
Skyhawk	.....	744	.....	.....	18,343	.....
Skylark/'79-'80	3,740	3,273	3,853	13,870	78,297	164,274
Century	3,587	1,875	3,621	12,430	42,063	125,053
Regal	4,524	4,858	4,531	15,451	200,990	150,673
Buick	3,045	4,530	3,102	10,447	196,969	107,961
Riviera	920	1,034	933	3,007	41,577	31,381
Cadillac Division	4,365	6,602	4,383	15,304	263,638	144,001
Seville	960	1,012	968	3,201	33,086	25,104
Cadillac	2,120	4,444	2,089	7,760	177,917	80,431
Eldorado	1,305	1,146	1,326	4,343	52,635	38,466
Chevrolet Division	36,993	46,476	39,144	139,685	1,746,856	1,310,534
Chevette	9,030	9,629	8,967	33,978	316,217	349,695
Monza	2,780	3,676	2,917	11,181	120,395	126,427
Camaro	2,623	4,551	2,598	9,378	207,727	91,876
Nova/Citation	8,804	7,283	9,674	30,997	217,231	344,913
Malibu	6,686	8,661	7,155	26,006	304,990	196,603
Monte Carlo	3,870	4,623	4,629	16,051	179,973	79,971
Chevrolet	2,400	7,363	2,419	9,072	363,326	88,263
Corvette	800	690	785	3,022	36,997	32,786
Oldsmobile Division	13,950	19,320	12,366	46,627	784,976	562,016
Starfire	.....	380	.....	.....	16,088	.....
Omega/'79-'80	1,905	1,955	1,951	6,930	36,390	86,396
Cutlass	6,393	11,062	5,089	19,555	405,364	280,966
Oldsmobile	5,157	4,776	4,837	18,470	287,546	167,537
Toronado	495	1,147	489	1,672	39,588	27,117
Pontiac Division	13,069	13,268	13,306	45,684	563,630	429,689
Acadian†	250	364	323	1,330	13,834	16,139
Sunbird	3,620	2,024	3,469	9,697	78,251	110,109
Phoenix/'79-'80	2,635	1,841	2,399	8,939	60,229	105,858
Firebird	1,458	3,578	1,425	5,524	154,140	59,044
LeMans	1,616	1,953	1,646	5,948	69,865	43,570
Grand Prix	2,555	1,562	3,091	10,678	70,690	50,978
Pontiac	935	1,946	953	3,568	116,621	43,991
VOLKSWAGEN	1,174	4,360	.....	1,174	122,161	143,343
CHECKER	87*	109	86	336	3,596	2,251
Total Cars, U. S.	136,099	169,694	130,716	477,717	6,533,488	4,651,925

CANADIAN CAR PRODUCTION

	Week Ended Sept. 27, 1980	Same Week 1979	Week Ended Sept. 20, 1980	Sept. Estimate	Jan. 1, to Sept. 29, 1979	Jan. 1, to Sept. 27, 1980
CHRYSLER CORP.	2,400	4,374	2,273	8,781	91,147	53,403
FORD MOTOR	6,256	7,937	5,909	17,851	229,193	190,019
GENERAL MOTORS	12,368	12,944	11,791	39,927	421,266	360,794
VOLVO	180	183	155	740	6,184	7,343
Total Cars, Canada	21,204	25,438	20,128	67,299	747,790	611,559
N. American Cars	157,303	195,132	150,844	545,016	7,281,278	5,263,484
N. American Trucks	43,936	67,954	42,135	157,675	3,001,537	1,489,702
North American Cars and Trucks	201,239	263,086	192,979	702,691	10,282,815	6,753,186

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

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'82 prototype

J. Dunne

GM to replace its intermediates

Prototype General Motors intermediate for '82 has front-drive mechanicals and sheet metal "cobbled" from X-car. The new A-car will share the same basic platform next year with the X-car.

A quiet reception for first cars on market

Curtain goes up on '81s

By Richard A. Wright
Assistant Managing Editor

New-model announcements are not what they used to be.

Not many General Motors or American Motors dealers bother papering their showroom windows in an effort to stir interest in their latest offerings and searchlights no longer crisscross the nighttime skies.

(This grim conclusion was no sooner reached than Ford Motor Co. dealers launched the Escort amid flashing searchlights, balloon-festooned showrooms and a mind-boggling assortment of dealer promotions, both traditional and bizarre.)

Worst of all, the old buying surge sparked by the new models is no longer a sure thing. General Motors dealers, who unveiled their new offerings Sept. 25, reported that sales have not been overwhelming.

American Motors dealers, who also put their '81 models on sale Sept. 25, were a bit more pleased with customer response than GM points were, but they were not tearing up any sales records either.

Ford Motor and Chrysler Corp. '81 models went on sale as AUTOMOTIVE NEWS went to press, too late to get a reaction.

GM and AMC dealers offered two reasons for the relatively slow sales in this new-model period—the cost of financing and the prices of the cars.

"The average car on the road today is six or 6½ years old," said one dealer. "For someone who has not been in the market since the mid-'70s, there is no question that the prices on the '81s are a shock."

• An Ohio Olds-Buick dealer complained that the high cost of financing in addition to the soaring price tags on the new cars have pushed monthly payments to a level that takes his customers' breath away.

One Chevrolet dealer, however, said he feels the lack of enthusiasm for the new models is more a result of the fact that while GM has a glittering assortment of technical goodies in its '81 lineup, there is little new in its styling.

"Trying to sell on the basis of technical features is a long drawn-out process," he said. "The Computer Command Control is an impressive system. The little chip in it will do everything the old Univac computer that had 18,000 tubes and weighed 30 tons would do.

"But you have to get the customer interested in these technical things and that's not always easy. The car's looks are something he can see. Styling still sells the car."

This dealer said he wished people would base their car-buying decisions on logic instead of emotion. "Then they would quit worrying about a 16th of an inch fit in body panels and instead think of a car as a means of getting around with a minimum of cost and maintenance," he said. "Then American cars compare well with the imports."

A number of GM dealers said sales were good for the first few

Continued on Page 53, Col. 3

J-2000 for J-car; A-6000 for A; X-3000 for X

Pontiac may adopt 'number names'

By Paul Lienert
Contributing Editor

Pontiac's new J-car subcompact will be called the J-2000, according to industry sources. It will be introduced next spring, along with the Chevrolet Cavalier and Cadillac Cimarron, as part of General Motors' continuing "world car" program.

Pontiac will continue the alpha - numeric designations on several other front-drive models, insiders say. The division's new intermediate A-body line in '82 may be called A-6000, while the Phoenix name may be replaced on Pontiac's X-car compact by X-3000.

The division won't switch completely to the alpha-numeric system, however. Pontiac's new fiberglass two-seater, a mid-engine design that is code-named the P-car, probably will get a regular nameplate when it is introduced in the '83 model year. The name has not been formalized, but insiders are referring to the car as Sunfire.

Also, Pontiac's new F-body model in '82 will still be called Firebird. A new high-line model in that series will be called Firebird SE. It will be a luxury-sport version of the Trans Am, which continues as the performance-oriented Firebird model.

• Industry observers see a new trend emerging at GM, highlighted by Pontiac's choice of alpha-numeric designations for some of its future models.

The corporation feels the public will respond more positively to all-new nameplates on what essentially will be all-new car lines in the next three years. That theory, GM believes, is supported by the overwhelming consumer acceptance of Citation, which replaced Nova as Chevrolet's compact nameplate when the new front-drive X-cars were launched in the spring of '79.

Thus, Chevy has decided to suppiant Monza with Cavalier, a name already used by Vauxhall in Europe, when the new J-cars bow next year.

GM's largest passenger - car division also went to Europe for another nameplate it intends to use next year on its new front-drive intermediate. The mid-size Chevy has been called Malibu for some years now; but sources suggest the name may be changed to Commodore when the car is totally revamped in '82.

Oldsmobile and Buick are considering similar name changes on their upcoming front-drive models, which will be radically different in size and shape from today's rear-drive models.

• The switch to alpha-numeric designations at Pontiac could help solve a marketing problem the division thinks will surface when it pulls out of the big-car business in '82.

Pontiac's largest four - door model next year will be the mid-size A-car (the full-size B-car is being dropped), and it will feature a completely revamped look along with front-drive mechanicals.

The A-car now carries the Le Mans name. But buyers have always associated the Bonneville name with the division's top-of-the-line sedan. To avoid confusion in the showroom, it's been proposed that Pontiac scrap both names and call its new car the A-6000.

The same basic philosophy applies to its chioce of J-2000 and X-3000 for its subcompact and compact models. Pontiac simply wants buyers to realize these are all-new, radically different models from the cars that preceded them, and officials feel the public will be more comfortable with brand-new names on the cars.

The use of numbers in a car's name is not new at GM. When Chevy introduced its first subcompact in 1971, the car was called the Vega 2300. The numbers were later dropped, and so too was the car. An offshoot of the Vega was the Monza, and its twin at Pontiac was called Sunbird.

GM will have come full circle when the J-2000 replaces Sunbird next spring.

breaking news

New models from VW, Audi

DETROIT.—Volkswagen has decided to delay introduction of its all-new Dasher in this country until mid-1981, sources said. The car is to get new sheet metal and mechanicals this fall in Europe; however, it probably will be sold as an '82 model when it arrives next year in the U. S. Also, Audi plans to unveil its new 4000 Coupe next spring in the U. S. The car, which is called Audi 80C GT SE in Europe, features the same hatchback body shell as the four-wheel-drive Quattro; it will get a normally aspirated five-cylinder engine, driving the front wheels only, in the U. S. The Audi 5000 series will get a turbocharged five-cylinder diesel in '82.

Heavy ads, solid inventory mark Escort debut

DETROIT.—Ford dealers unveiled their new Escort and Granada last Friday along with their '81 lineup backed by the largest new-model advertising campaign in Ford Division history and an inventory of more than 145,000 '81 cars and trucks, including about 12,000 Escorts.

Japanese midget-car exports increase

TOKYO. — Exports of midget cars (less than 10.5 feet long with engines smaller than 550 cc) are increasing rapidly, especially to developing nations. Exports from January through August totaled 52,300, more than the total for all of 1979. Most get about 50 MPG.

Lada assembly-plant search continues

AJAX, Ont.—Lada Cars of Canada, distributor of Russian-built vehicles, is studying potential assembly sites for the Niva, a 4WD model it currently imports from the Soviet

See BREAKING NEWS, Page 57, Col. 1

Air-bag bill fails in House; later vote due

By Jake Kelderman
Washington Staff Writer

WASHINGTON. — The House of Representatives, showing its continuing dislike for air bags, turned back compromise legislation last week that would have required the devices in at least one car line of the major U. S., German and Japanese auto manufacturers by the 1983 model year.

The requirement was included in an NHTSA three-year authorization bill that had also included provisions relaxing the current 5-MPH bumper standard to 2.5 MPH, reversing the current passive restraint standard so that small cars get the devices first while delaying the whole of the standard by one year and requiring tire makers to advertise the recalls of their tires under certain circumstances.

The Senate previously had passed the measure. Actually the House did too last week, 209 to 192, but because the bill was brought up under a suspension of the rules, a two-thirds majority was needed.

According to sources, the measure will now likely be brought up during the lame-duck session expected this year. These sources would not, however, speculate as to its chances of passage then, but did note the measure would require only a simple majority to pass.

• Meanwhile, the major U. S. makers must decide on whether to go ahead with production

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Libertarian Party candidate sees investment potential

Clark pushes Social Security reform

By Edward Lapham
Financial Editor

DETROIT.—Libertarian Party Presidential Candidate Ed Clark recently unveiled a program for Social Security reform which he said will free additional private sector funds for investment in the auto industry and other areas.

The program, released in a speech to the Economic Club of Detroit, included virtual abolition of the U. S. Social Security System in favor of tax-exempt voluntary individual retirement accounts.

"The Social Security system will be completely bankrupt by the end of 1982 with unfunded liabilities of $4.0 trillion," Clark told a press conference before the speech. "The Libertarian Party program would provide additional security for all people as well as major economic benefits.

"People, by investing in the individual retirement accounts, would be creating jobs while they prepared for economic security," he said.

Clark said his program would completely remove from the Social Security system workers under the age of 40 who would no longer pay a Social Security tax but would be able to invest up to that amount, tax free as part of the individual retirement account.

Under the Clark plan, which was prepared by economist Peter J. Ferrara, a current retiree would continue to receive current benefits, which would be funded from general tax revenues.

Workers between the ages of 41 and 64 would have a hybrid system. Like the young workers, they would be able to invest in IRAs, but at retirement age they would receive Social Security benefits to compensate for any shortfall in IRA benefits and bring total benefits up to a minimum level.

Clark said a worker earning the minimum wage for his entire worklife, who started at age 20, could have a total account of $288,000 at age 65 if the IRA earned a 6 percent return.

He said the account would pay annual interest of $17,268 or an annual annuity of $28,000. The maximum, using Ferrara's assumptions, would be a fund total of $995,320 paying interest of $59,719 or an annuity of $96,939.

Clark said this and other programs of his will aid industrial investment by allowing more "capital accumulation" and would spur employment by lowering an employer's costs.

For the auto industry specifically, Clark said he favors some deregulation. He would keep emissions requirements but eliminate fuel-economy standards, leaving the marketplace, with price-deregulated gasoline, to determine fuel economy.

Another Clark plank calls for the 10-5-3 depreciation allowance to allow accelerated depreciation of 10 years for building, five years for tools and three years for vehicles in order to free more capital for reinvestment.

Clark does not favor trade restrictions.

The Libertarian candidate earlier issued white papers on foreign policy, education, taxes and spending.

Libertarian auto policy

Libertarian Party Presidential Candidate Ed Clark believes the auto industry, and other businesses, will be aided by his libertarian economic policies. Clark says he can pump more investment into business. He said he believes mileage requirements for autos should be eliminated, but said he still favors emissions controls. The candidate said he also supports the proposed 10-5-3 depreciation schedule.

Where Auto Market was in August

	Total Sales	Pct. of Total
SUBCOMPACT	114,829	16.77
COMPACT	132,170	19.30
INTERMEDIATE	142,146	20.75
STANDARD	69,680	10.17
LUXURY	27,595	4.03
IMPORT	198,508	28.98
TOTAL	684,928	100.00

Creativity urged in investment of pension funds

DETROIT. — Auto industry pension funds provide a substantial base for "prudent" investment in the U. S., a trade paper editor said.

In a speech to the Michigan chapter of the Midwest Pension Conference, Pensions & Investments Publisher and Editor-in-Chief Stephen D. Gilkenson said Detroit-area pension funds "aggregate $37 billion, a figure which includes the $13 billion in GM funds."

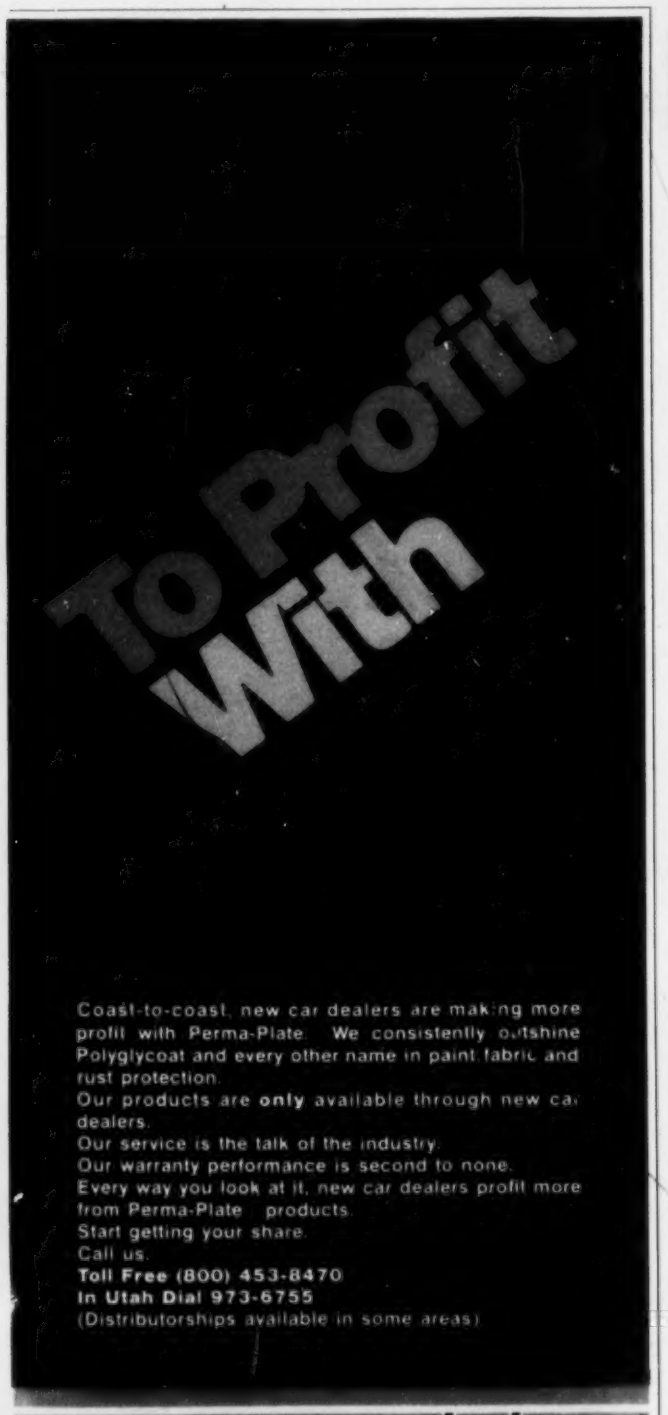
In a wide-ranging speech which touched on a number of pension-related topics, Gilkenson described pension investment as "a growth business."

The editor of the New York-based Crain Communications publication also blasted critics who maintain that ERISA calls for conservative investment, noting that inflation will "undermine" the value of pension fund assets that are not aggressively invested.

He also called for "creative investment" of pension funds, to stimulate growth, and blasted "social investment," that is, investing pension funds to achieve a social goal, calling it constraining to investment managers.

Trezek elected

WHITE SULPHUR SPRINGS, W. Va.—Thomas J. Trezek, general manufacturing manager of General Motors' Central Foundry Division, Saginaw, Mich., has been elected secretary of the Iron Castings Society.



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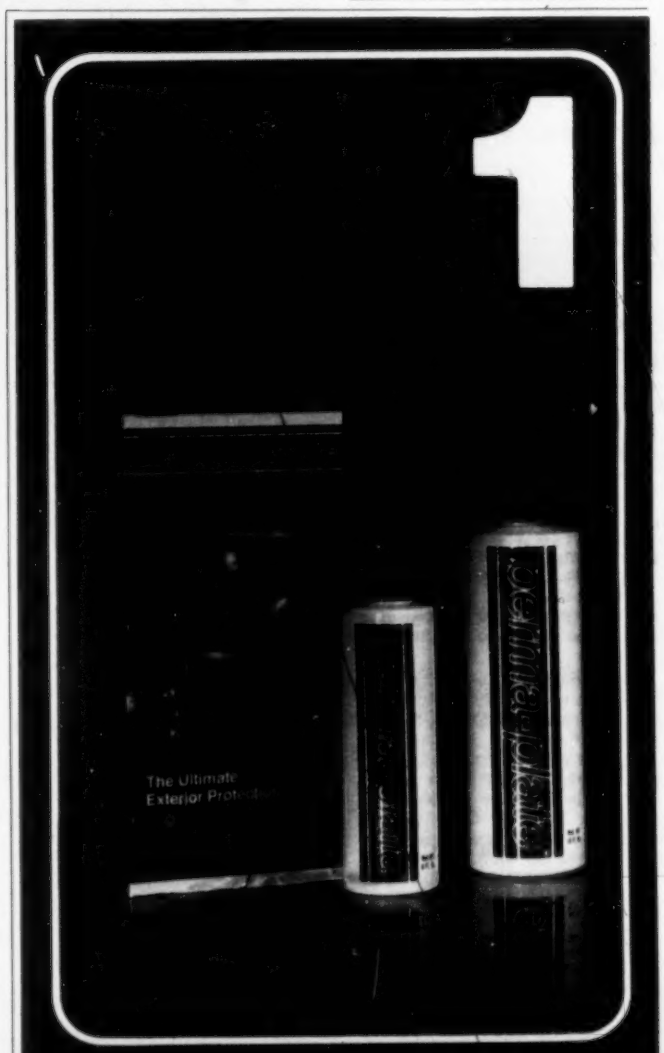

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